

PREPARED BY

Group 3

BUSINESS PROPOSAL

ENGLISH LEARNING SKILLS HANDBOOK

2019



Group members

Nguyễn Thị Hồng Miên

Vũ Hải Phong

Nguyễn Ngọc Anh

Đào Quang Trung

Phạm Tùng Anh

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I. INTRODUCTION

1. Why we choose this topic

Handbook is a type of reference book about a particular subject. One of the members of our team has an extensive knowledge about many of the English teaching methods, so we all agree on developing an English handbook.

2. Available handbooks on the market

Nowadays, there are many types of handbooks: employee handbooks, business handbooks, English language handbooks. English handbook in particular has many sub-types such as writing references, reading comprehension, learning skills. It also caters to a wide variety of audience like first time learners, experience users, etc...

3. Benefits of handbooks

3.1 Portability

Handbooks are well-known for their small size and portability. As the name suggests, a handbook is only as large as an average book, easily stored in a bag can be taken anywhere to read without hassle.

3.2 Conciseness

Information in a handbook has been selected and laid out in a way which is both concise and easy to lookup. In addition, handbooks are often illustrated with lots of images and texts formatted in catchy ways to attract readers, making them way less boring than reading a thick book with pages of text, especially those who are easily distracted.

3.3 Competitive Price

Unlike a dictionary or encyclopedia, handbook are easier to produce in large numbers and much cheaper. It can even be published online in different formats.

II. CONCLUSIONS

As we present above, a handbook for learning English is really helpful for students who want to improve their English skills conveniently at any time.

Our team hopes that the product will greatly improve users' English proficiency.

III. RECOMMENDATIONS

Handbook structure

- Title page
- Table of content
- Preface
- Vision statement
- Mission statement
- Description of what we will learn in this hand book
- Some mistakes at the beginning of learning English
 1. First mistake
 2. Second mistake
 3. Third mistake
- How to learn English effectively
 1. Reasonable schedule
 2. Utility of technology
 3. Google search skills
- Recommend
 1. A pathway from experienced
- About us

1. Background
2. Some thoughts on learning English
 - What to do after reading this handbook
 - References

IV. REFERENCES

1. Kien Tran's IELTS Handbook: <https://kientranhandbook.com>
2. Business Proposal Template: <https://lucidpress.com>